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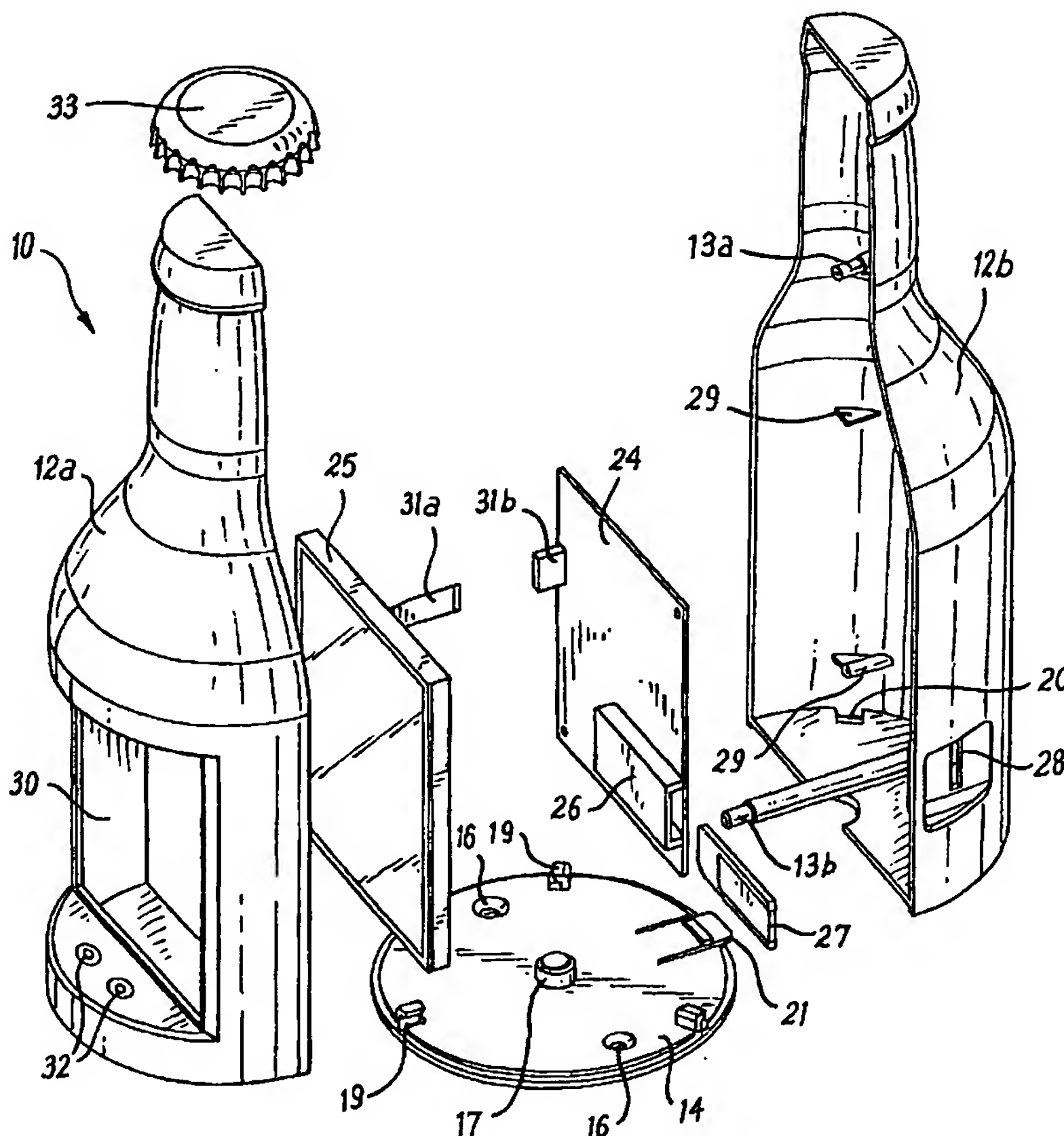
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[Continued on next page]

(54) Title: **DISPLAY DEVICE**



(57) Abstract: An electronic display device and associated system and method is described. In one embodiment, the device is formed as a product replica, having an LCD screen embedded therein for displaying video content. The device has a footprint identical to products in a display area, allowing incorporation of the device into the display with minimal disruption. Arrangements for updating the data content of the device from portable devices or from web-based material are also described.

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According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

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C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 6 084 526 A (BLOTKY RANDOLPH M ET AL) 4 July 2000 (2000-07-04) column 2, line 25 - column 4, line 44; figures 1,2,4	1-11, 16-22, 25-30
Y	US 2001/020935 A1 (GELBMAN ALEXANDER) 13 September 2001 (2001-09-13) page 1, paragraph 10 - page 5, paragraph 37; figures 2-8	1-11, 16-22, 25-30
A	US 6 504 580 B1 (DARBEE PAUL ET AL) 7 January 2003 (2003-01-07) column 4, line 55 - column 5, line 60; figures 1,3	1-30
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C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

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